

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

- 1                   1. (Currently amended) A traffic monitor for use with a set of one or more Web  
2 servers for providing statistical analyses of traffic, comprising:  
3                    an activity input for receiving data related to events on the set of servers;  
4                    means for categorizing events into categories, wherein the means are capable of  
5 categorizing at least one of the events into multiple categories;  
6                    means for associating events with subjects, wherein counts are maintained for  
7 each subject and ~~subjects are associated with categories~~ a subject refers to one or more of a topic,  
8 a term or a category;  
9                    a normalizer for normalizing counts for events over a field of events; and  
10                   a result output for outputting results of the normalizer as the statistical analyses of  
11 traffic.
- 1                   2. (Original) The traffic monitor of claim 1, wherein the activity input is an input  
2 from Web server logs.
- 1                   3. (Original) The traffic monitor of claim 1, wherein the events include  
2 indications of page views, indications of search terms and indications of click streams of visitors  
3 to the set of servers.
- 1                   4. (Original) The traffic monitor of claim 1, wherein the field of events is all  
2 page views.
- 1                   5. (Original) The traffic monitor of claim 1, wherein the field of events is all  
2 page views in one category and wherein the normalizer normalizes a count for events over the  
3 single category field of events.
- 1                   6. (Original) The traffic monitor of claim 1 comprising:

2 a canonicalization table that relates terms that can be represented by a canonized  
3 form;

4 a canonicalizer for generating at least one canonized term for an input term  
5 indicative of the input event;

6 a categorizer that generates one or more category indications for an input event;  
7 and

8 logic to assign a category to the input event based on the at least one canonized  
9 term generated by the canonicalizer for the input term indicative of the input event.

1 7. (Original) The traffic monitor of claim 1 comprising:  
2 a click stream input that provides indications of navigation of a user subsequent to  
3 an event; and

4 a categorizer that generates one or more category indications for an input event;  
5 and

6 logic to assign a category to the input event based on the indications of navigation  
7 of a user subsequent to the event.

1 8. (Currently amended) A method of generating statistics about traffic between a  
2 set of servers and a set of clients, comprising:

3 reading a log of events, wherein an event is a result of a client of the set of clients  
4 making a request of a server of the set of servers and the server providing a response to the  
5 client;

6 automatically associating each event with one or more subject, wherein a subject  
7 is a topic or a term or a category;

8 determining if a subject for an event is a canonical equivalent of another subject;

9 ~~identifying one or more category relevant to the subject;~~

10 categorizing events into categories, wherein categorizing is capable of  
11 categorizing at least one of the events into multiple categories;

12 accumulating counts for events by subject, wherein counts for canonical  
13 equivalents are accumulated together; and

14 outputting the accumulated counts.

1                   9. (Original) The method of claim 8, wherein the set of servers is a constrained  
2 set of servers.

1                   10. (Original) The method of claim 9, wherein the constrained set of servers  
2 comprises the servers for a portal Web site.

1                   11. (Original) The method of claim 9, wherein the constrained set of servers  
2 comprises the servers for a plurality of portal Web sites.

1                   12. (Original) The method of claim 8, wherein the set of servers is one server.

1                   13. (Original) The method of claim 8, wherein the set of clients is an  
2 unconstrained set of clients.

1                   14. (Original) The method of claim 8, wherein the set of clients is a constrained  
2 set of clients.

1                   15. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that connect to a network via a predefined service provider.

1                   16. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that connect to a network via a predefined plurality of service  
3 providers.

1                   17. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that access content via a predefined portal Web site.

1                   18. (Original) The method of claim 14, wherein the constrained set of clients  
2 comprises the set of clients that access content via a predefined plurality of portal Web sites.

1                   19. (Original) The method of claim 8, wherein the set of clients is an  
2 unconstrained set of clients.

1                   20. (Original) The method of claim 8, wherein the set of clients is one client.

1                   21. (Original) The method of claim 8, wherein the events include indications of  
2 page views, indications of search terms and indications of click streams of visitors to the set of  
3 servers.

1                   22. (Original) The method of claim 8, wherein the events include purchase  
2 transactions.

1                   23. (Original) The method of claim 8, wherein the events include downloading  
2 of media objects.

1                   24. (Original) The method of claim 8, wherein at least one subject is categorized  
2 in more than one category and counts for events associated with the at least one subject are  
3 allocated among the more than one category based on a context of the event.

1                   25. (Original) The method of claim 8, wherein the log of events includes a Web  
2 server log of search phrases of search requests.

1                   26. (Original) The method of claim 8, wherein the log of events includes a Web  
2 server log of page views.

1                   27. (Original) The method of claim 8, wherein the log of events includes a log of  
2 purchase transactions.

1                   28. (Original) The method of claim 8, wherein the log of events includes a log of  
2 downloaded media objects.

1                   29. (Original) The method of claim 8, further comprising a step of normalizing  
2 counts for each subject in a category relative to counts over the category.

1                   30. (Original) The method of claim 8, wherein the step of associating an event  
2 with a subject, wherein the event is a search request, comprises the steps of:  
3                   providing the client with search results responsive to the search request;  
4                   recording a selection made by the client from the search results; and  
5                   associating the search request with the subject of the selection.

1                   31. (Original) The method of claim 8, further comprising the steps of:  
2                   determining a set of one or more demographic parameters relating to clients  
3 making requests or the users using the clients; and  
4                   using the determined set of one or more demographic parameters to partition the  
5 counts by demographic divisions.

1                   32. (Original) The method of claim 8, further comprising the steps of:  
2                   determining a set of one or more demographic parameters relating to clients  
3 making requests or the users using the clients; and  
4                   using the determined set of one or more demographic parameters to determine a  
5 distribution of at least one count for a topic or term over a plurality of demographic divisions.

1                   33. (Original) The method of claim 8, further comprising a step of generating a  
2 report showing comparisons of the traffic for each of a plurality of subjects in one or more  
3 categories.

1                   34. (Original) The method of claim 8, further comprising a step of allocating  
2 advertising space based on the accumulated counts.

1                   35. (Original) The method of claim 8, further comprising the steps of:  
2 collecting traffic data prior to a campaign;  
3 executing the campaign;  
4 collecting traffic data after the campaign; and  
5 comparing the traffic before and after the campaign as a measure of campaign  
6 effectiveness.

1                   36. (Original) The method of claim 35, wherein the campaign is a political  
2 campaign, a marketing campaign, a general awareness campaign, a public service announcement  
3 campaign, or a combination thereof.

1                   37. (Original) The method of claim 8, further comprising a step of performing  
2 intersection analysis.

1                   38. (Original) The method of claim 8, further comprising a step of performing  
2 associated interests analysis.

1                   39. (Original) The method of claim 8, further comprising a step of generating an  
2 advertisement wherein content of the advertisement is a function of the traffic statistics.

1                   40. (Currently amended) A method of accumulating counts for categories and  
2 subjects of search events, comprising the steps of:

3                   receiving, as a server, a search request from a client;

4                   searching a set of items using search parameters of the search request;

5                   providing the client with search results comprising a subset of the set of items  
6 wherein the items in the subset have a predefined search criteria relationship to the search  
7 parameters;

8                   accepting a selection from the user, the selection comprising a portion of one of  
9 the subset of items; ~~and~~

10                   categorizing the items of the selection into categories, wherein categorizing  
11 includes categorizing at least one of the items of the selection into multiple categories; and

12                   accumulating a count for the search ~~event~~ request as a count for a one or more  
13 subjects or ~~category~~ categories associated with a ~~subject or category~~ of the selection.

1                   41. (Cancelled) A method of canonicalizing search terms, comprising the steps  
2 of:

3                   determining a first frequency of occurrence of a search term over a first period;

4                   determining a second frequency of occurrence of a search term over a second  
5 period, wherein the first period is prior to the second period;

6                   if an increase in frequency from the first frequency to the second frequency is not  
7 above a predetermined threshold, performing a first canonicalization process on the search term;

8                   if the increase in frequency is above the predetermined threshold, performing a  
9 second canonicalization process on the search term, where the second canonicalization process is  
10 more aggressive than the first canonicalization process.

1                    42. (Cancelled) A method of canonicalizing search terms, comprising the steps  
2 of:  
3                    determining a first frequency of occurrence of a first search term over time;  
4                    determining a second frequency of occurrence of a second search term over time,  
5 wherein the second search term is potentially canonically equivalent to the first search term;  
6                    if the first frequency and the second frequency rise together, associating the first  
7 search term and the second search term as canonical equivalents; and  
8                    if the first frequency and the second frequency do not rise together, not  
9 associating the first search term and the second search term as canonical equivalents.